



PATENT  
Our Ref.: 10551/514

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Ronald D. BLUM et al.  
SERIAL NO: 10/682,435  
FILING DATE: October 10, 2003  
TITLE: FLOOR DISPLAY SYSTEM WITH VARIABLE IMAGE  
ORIENTATION  
ART UNIT: 2632  
EXAMINER: Thomas J. MULLEN

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**MAIL STOP DRAWING REVIEW BRANCH**

**SUBMISSION OF FORMAL DRAWINGS**

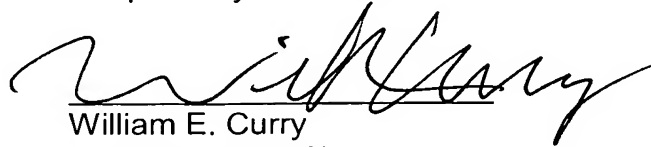
SIR:

We enclose herewith twenty seven (27) sheets of formal drawings containing Figs. 1, 2A-2D, 3, 4, 5A-5C, 6A-6B, 7, 8A-8D, 9, 10, 11, 12A-12B, 13A-13B, 14, 15, 16, 17, 18, 19A-19D, 20A-20E and 21A-21C inclusive for the above-identified patent application.

The Examiner is invited to contact the undersigned at (202) 220-4323 to discuss any matter concerning this application. The Office is authorized to charge any fees related to this communication to Deposit Account No. 11-0600.

Respectfully submitted,

Dated: NOV. 9, 2004

  
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